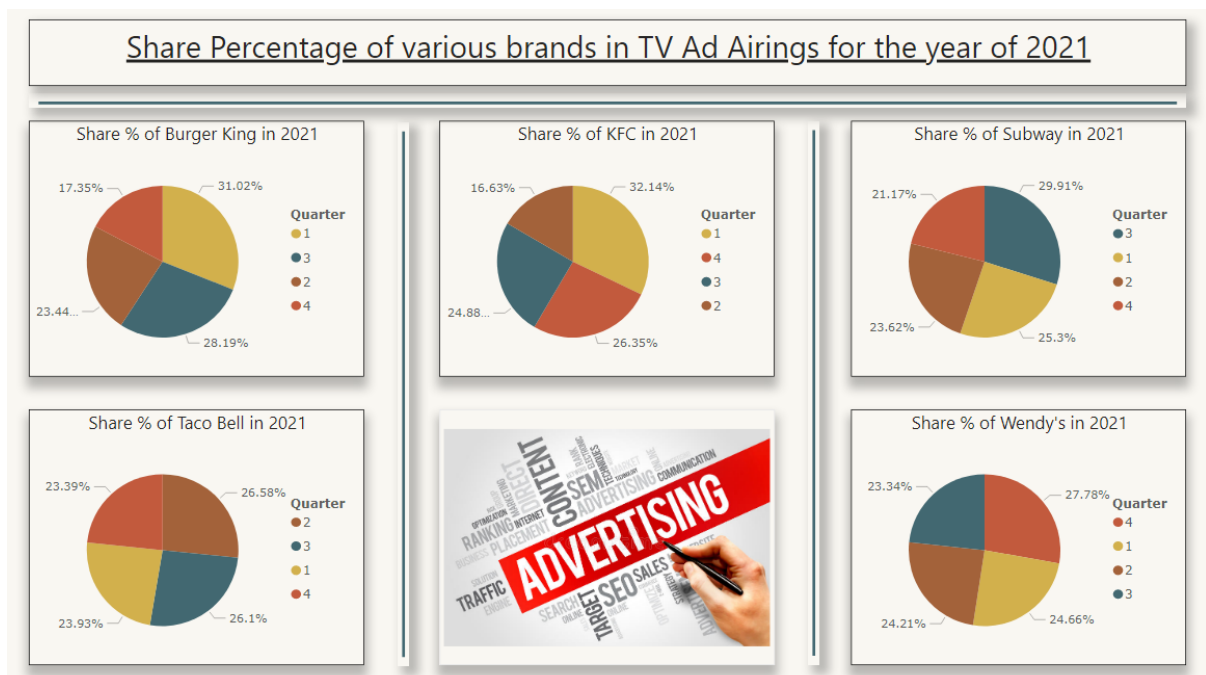


Ad Data Assessment

1] Share % of various brands in TV Ad airings for the year of 2021 –

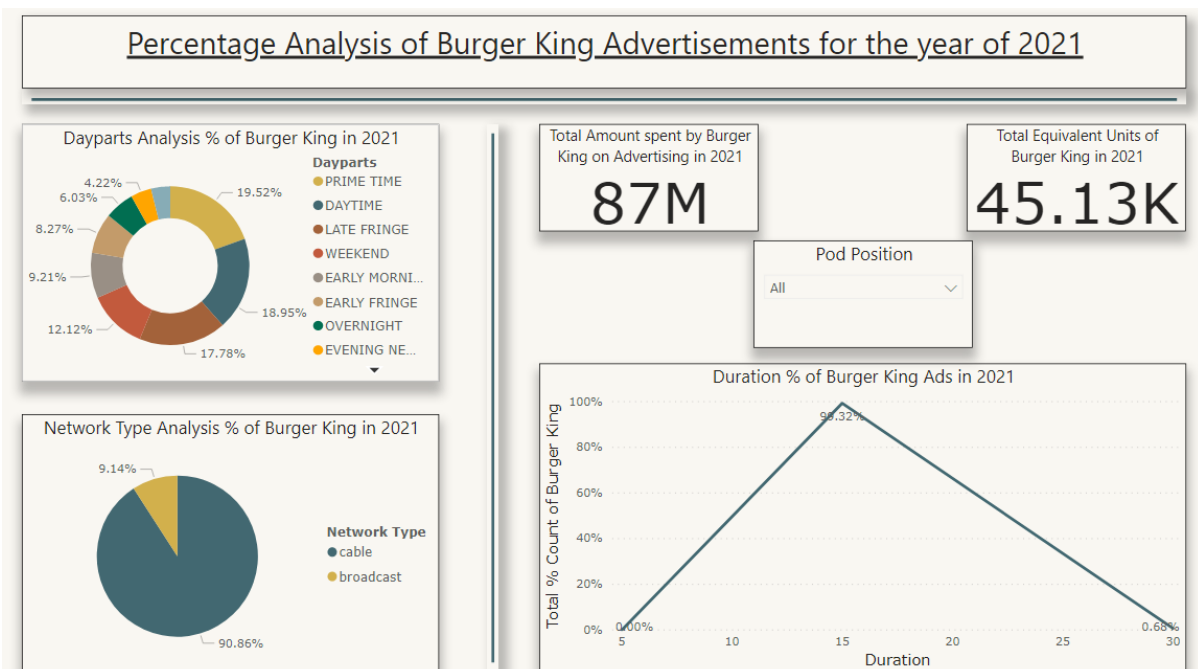
- From the first page of the report, we get to know about the Share % of various QSR brands in TV Ad airings for the year of 2021.
- Here, we have created a Calculated Column for defining the Quarters for the year of 2021.
- We have used a visual of Pie Chart for providing the insights of the data. The reason behind using a Pie Chart is, it enables us to display percentage value of a quantity in more sophisticated way.
- We have created 5 Pie Charts for 5 different QSR brands and we have also applied a Measuring Filter on each Pie Chart such that each one shows the data of different QSR brands.



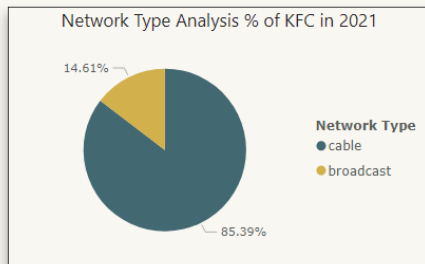
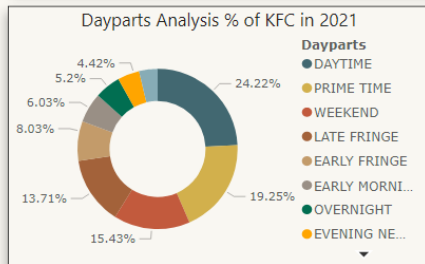
2] Percentage Analysis of various brands advertisements for the year of 2021-

- Here, I have created 5-page paginated report for 5 different brands from you can derive its insights related for all the Quarters of the year 2021.

- This 5-page paginated report consists of Dayparts % Analysis, Network Type % Analysis, Duration % Analysis, 2 Cards out of which one shows the total amount spent by the brands in the year 2021, the other one shows the total Equivalent Units that were sold by the brands and there's 1 Slicer which helps us to slice / filter the data according to the Pod Position of the Ads. We have used a Pie Chart over here. As mentioned earlier Pie Chart enables us to display percentage value of a quantity in more sophisticated way.
- **Dayparts % Analysis** – Dayparts basically shows you the time at which the Ad related to that particular brand was aired as a result we can compare and analyse that interval of time with the Customer Acquisition Rate and can derive insights from it. Here we have used a Donut Chart which is quite similar to Pie Chart.
- **Network Type % Analysis** – Network Type depicts whether the Ad was aired on a Cable Network or a Broadcast Network. This insight will allow us to understand whether on which platform more investment is needed in order to have a higher Customer Acquisition Rate. Here we have used a Pie Chart.
- **Duration % Analysis** – Duration Analysis shows you the total time frame of the Ads catered to the mentioned brands which were aired. Here we can get to know the total length of Ads which were aired. Here we have used a Line Graph which shows us the duration of Ads which were aired though a graph.
- **Slicer and Cards** – A Slicer is used which cater to the Pod Positioning of the Ads, here we can slice / filter the data according to the Pod Position of the Ads.
Pod Position is a term used in connection with CTV advertising to specify multiple ads sequenced together and played back-to-back within a single ad break, like traditional linear TV. They allow publishers to return multiple ads from a single ad request, and then those ads are played in sequence. 2 Cards are used which basically shows the total amount spent by the brands in the year 2021 and also the total Equivalent Units that were sold by the brands.



Percentage Analysis of KFC Advertisements for the year of 2021



Total Amount spent by KFC on Advertising in 2021

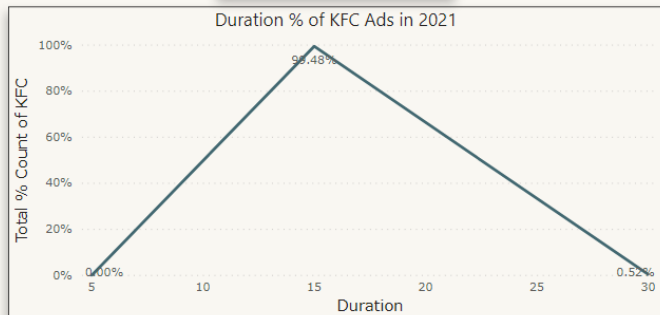
59M

Total Equivalent Units of KFC in 2021

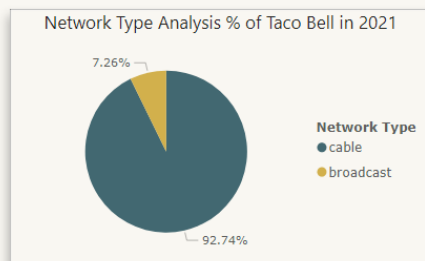
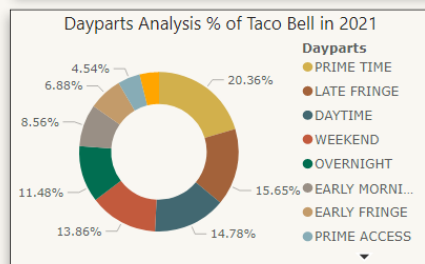
24.83K

Pod Position

All



Percentage Analysis of Taco Bell Advertisements for the year of 2021



Total Amount spent by Taco Bell on Advertising in 2021

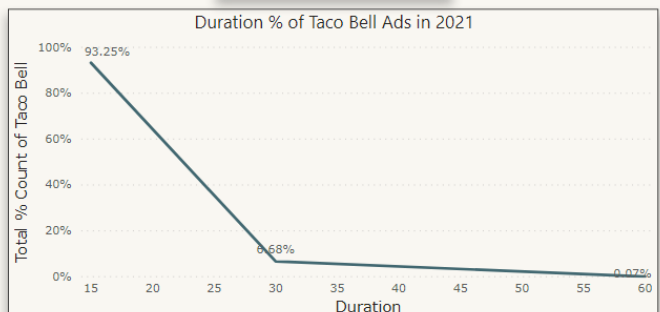
129M

Total Equivalent Units of Taco Bell in 2021

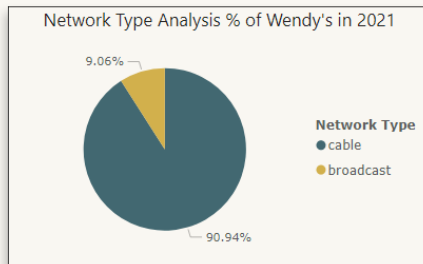
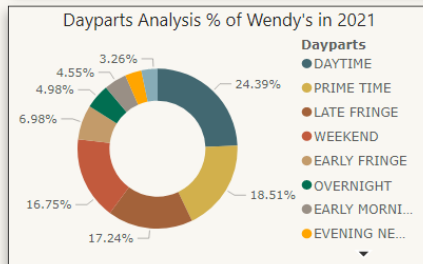
53.71K

Pod Position

All



Percentage Analysis of Wendy's Advertisements for the year of 2021



Total Amount spent by Wendy's on Advertising in 2021

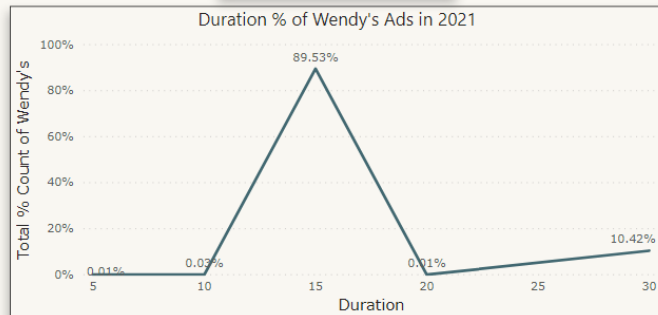
126M

Total Equivalent Units of Wendy's in 2021

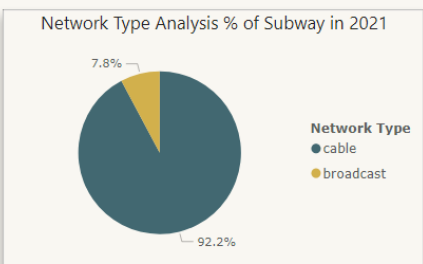
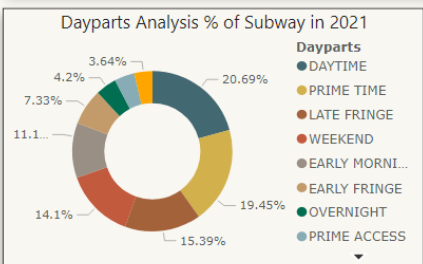
85.27K

Pod Position

All



Percentage Analysis of Subway Advertisements for the year of 2021



Total Amount spent by Subway on Advertising in 2021

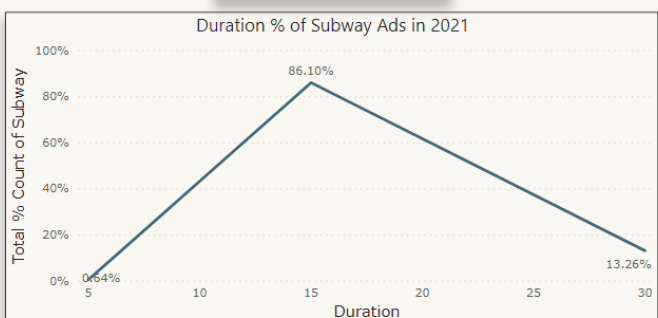
149M

Total Equivalent Units of Subway in 2021

60.06K

Pod Position

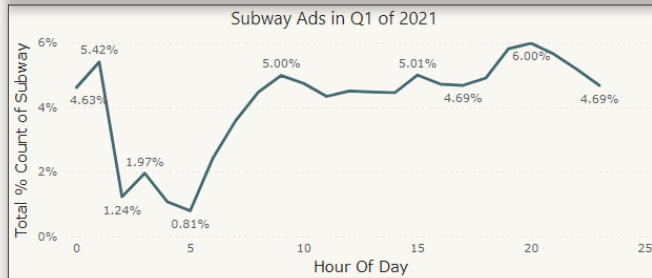
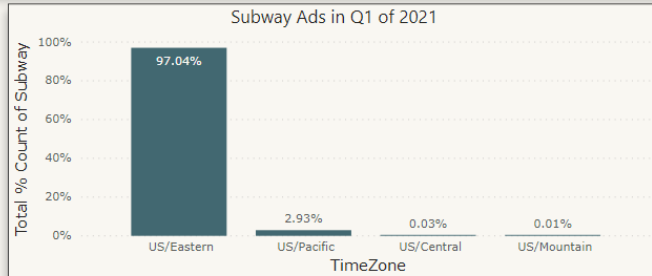
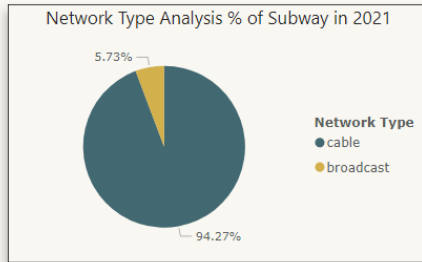
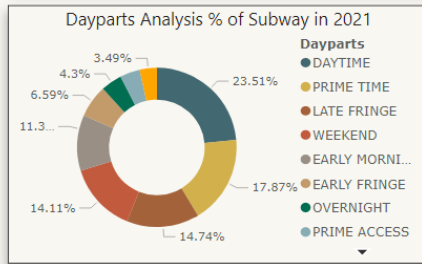
All



3] Subway Media Plan Analysis –

- It is 2-page paginated report where in we have used a Measure Filter to each and every visual such that the visuals cater to Quarter 1 of 2021 and provide insights related to that particular Quarter since we need an analysis of Q1 which we can complement in 2022.
- Here we have Dayparts % Analysis, Network Type % Analysis, Hour of Day % Analysis, Time Zone Analysis, a Table and some Slicers and Cards.
- **Dayparts % Analysis** – Dayparts basically shows you the time at which the Ad related to that particular brand was aired as a result we can compare and analyse that interval of time with the Customer Acquisition Rate and can derive insights from it. Here we have used a Donut Chart which is quite similar to Pie Chart and have applied a Measure Filter of Quarter 1 to it.
- **Network Type % Analysis** – Network Type depicts whether the Ad was aired on a Cable Network or a Broadcast Network. This insight will allow us to understand whether on which platform more investment is needed in order to have a higher Customer Acquisition Rate. Here we have used a Pie Chart and have applied a Measure Filter of Quarter 1 to it.
- **Hour of Day % Analysis** – Hour of Day Analysis shows you the time frame in which the Ads catered to Subway were aired. Here we can see on which particular time frame maximum percentage of Ads were aired. By comparing Hour of Day Analysis and Dayparts Analysis we can actually derive an insight about the time interval on which maximum Ads were aired. Here we have used a Line Graph which shows us the Ads which were aired throughout the time of 24 hours through a graph.
- **Time Zone % Analysis** – Time Zone Analysis basically gives you an idea about the time zone in which the Ads were aired. Here we have used a Stacked Column Chart.
- **Tabular Analysis** – A Table visual on the second page of this Media Plan Analysis where in it shows an insight related to the Networks and Shows on which the ad catered to Subway was aired.
Slicer and Cards – We have used 2 Slicers over here which helps us to slice / filter the data with respect to the Table Visual. Through Slicers we can filter out the Networks and the Shows and can see the total percentage of Ads aired for that particular Network and the Show. We have used Cards which basically shows the total amount spent by the brands in Q1 of the year 2021 and also the total Equivalent Units that were sold by the brands in Q1 of the year 2021.

Percentage Analysis of Subway Advertisements for Q1 of 2021



Percentage Analysis of Subway Advertisements for Q1 of 2021

Networks
All

Shows
All

Total Amount spent by Subway on Advertising in Q1 of 2021

40M

Total Equivalent Units of Subway in Q1 of 2021

14.73K



Network	Show	Brand Count %
MTV - Music Television	Ridiculousness	2.15%
Comedy Central	The Office	1.71%
Oprah Winfrey Network	Dr. Phil	1.49%
USA Network	Law & Order: Special Victims Unit	1.21%
MLB Network	MLB Tonight	1.13%
Paramount Network	Bar Rescue	0.98%
ESPN	SportsCenter	0.95%
Science Channel	Mysteries of the Abandoned	0.87%
A&E	The First 48	0.87%
MTV2	Tosh.0	0.83%
nick@nite	Friends	0.81%
Syfy	Futurama	0.69%
FOX Sports 1	Skip and Shannon: Undisputed	0.62%
MLB Network	Hot Stove	0.61%
MLB Network	MLB Baseball	0.59%
FOX Sports 1	College Basketball	0.53%
NBCSN	Pro Football Talk	0.51%
MLB Network	MLB Now	0.51%